

Via Carolina Run 2008 from Prague to Nuremberg

A run connecting towns and people

on the traces of Emperor Charles IV. ...

Note:

A CD with further information and a video tape of 9 min. on the Via Carolina Run 2007 is also available.



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The idea

- o Connecting people
- o Achieving goals in teams
- o Connecting towns and nations



The event

- o Run of the twin towns Prague-Nuremberg
- o Annual repetition (5-year concept)
- o Relay run 30 times ca. 10 k
- o One team: 10 - 20 runners, 2 coaches
- o Teams run on their own responsibility
- o Participation from age 18-80
- o Men and women
- o International spectators and athletes



The event

Preview

- o Integrating the local sports clubs into events at the single stage points
- o Eventually run over a few days
- o Programme in the towns on the course
- o Start event
- o Finish event
- o Mayors of twin towns Prague-Nuremberg again are patrons
- o Greeting Address of the German embassy in the Czech Republic



Organisational information

- o Starting fee from 19 Euro per participant, as a team of 10 - 20 persons, max. 450 Euro
- o Diploma and medal (included in the starting fee)
- o Refreshments at the stage points for the runners (water, isotonic drinks, bananas, etc.)
(included in the starting fee)
- o T-shirt with print „Via Carolina Run“ and individual corporate logo (not included in the starting fee)
- o Border crossing
- o Accompanying vehicles: car and bike (to be organised by the team)
- o 2 contact persons per team
- o Team meeting with the contact persons
- o Charity „Toy Run“



Possible teams

- o Alcatel-Lucent
- o DATEV
- o RIBE
- o GfK
- o O2
- o Siemens
- o HOCHTIEF
- o adidas
- o Bäckerei Beck
- o Team Bittel
- o Fackelmann
- o Arndt Team
- o Auto Unger
- o ...
- o ...
- o ...



Route and questions

- o Team meeting with contact persons
(date to be agreed)
- o Web presence
- o Press announcement
- o Route map
- o List of participants
- o Preparation and advice regarding training, course, organisation and travel programme
- o ...



The event

- o Start: Prague Town Hall
on July 19, 2008 12:00 h
- o Finish: Nuremberg, Main market, Schöner Brunnen
on July 20, 2008 ca. 20:00 h
- o Route length: ca. 320 km, altitude difference 4060 mts. (180 km in CR and 140 km in Germany) Start Prague, town hall - then Charles Bridge, then idyllic Bohemian Forest, frontier ca. 6:00 a.m. - 10:00 h Wernberg - 12:00 h Hirschau Monte Kaolino - 14:00 h Sulzbach Rosenberg - ca. 18:00 h Lauf ca. 20:00 h Main market Nuremberg - many parts of the course on the Golden Street)



The organisation

competition

Sport- & Event Marketing

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The organisation team members

- o Holger Pampel - Responsible for route
- o Wolf-Dieter Walter - „calm & cool“ and hotline for the team coaches
- o Mario Wallrath - Organiser and visionary
- o Gisela Müller - Refreshments CR + organisation
- o Thomas Peters - (IT consulting and assistance)



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